

# Our Life Work--Fitting Homes with Better Furniture--The Hecht Co.

THERE'S such a satisfaction in seeing Homes grow and develop, aided by our Quality Furniture--splendidly enduring and carrying with it all the prestige and traditions that have been brought out by the foremost makers. And the element of Economy has a vital bearing on the unqualified success that's attending our mammoth Furniture Sections.

WE want every reader of The "Herald" to come in and get acquainted with our Home Fitting Sections, whether ready to purchase furniture or not. You will not be urged to buy. But, as they say in a book store, "Come in and browse around. For Monday, we have prepared some extraordinary specials and your inspection is cordially invited.



## RUGS

—for summer at such moderate prices that you will surely want to profit.

### 9x12 Axminster Rugs, a Remarkable Special at 29.75

Desirable combination colorings in medallion and all-over effects. They are suitable for use in any room in the house and give excellent service.

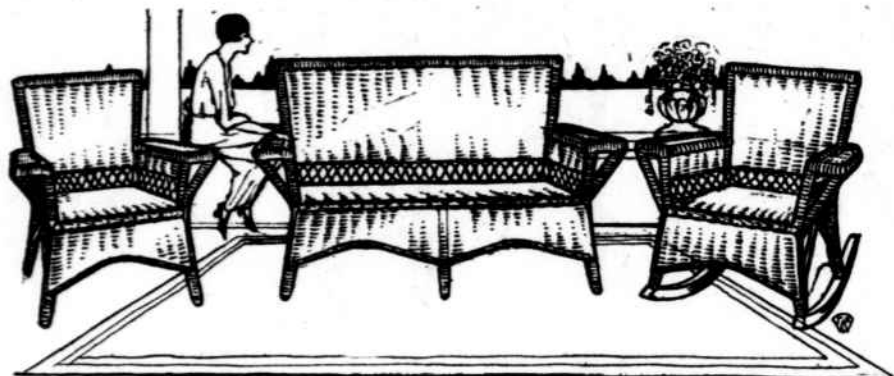
### 9x12 Brussels Rugs \$15.75 9x12 Grass and \$9.85 All-Fiber Rugs

Combination colorings of red, green, blue and tan, in small all-over effects, making a rug that will harmonize with any color scheme.

Fresh, clean-looking colors that harmonize with summer hangings and furnishings. Just the thing for the porch or the summer cottage.

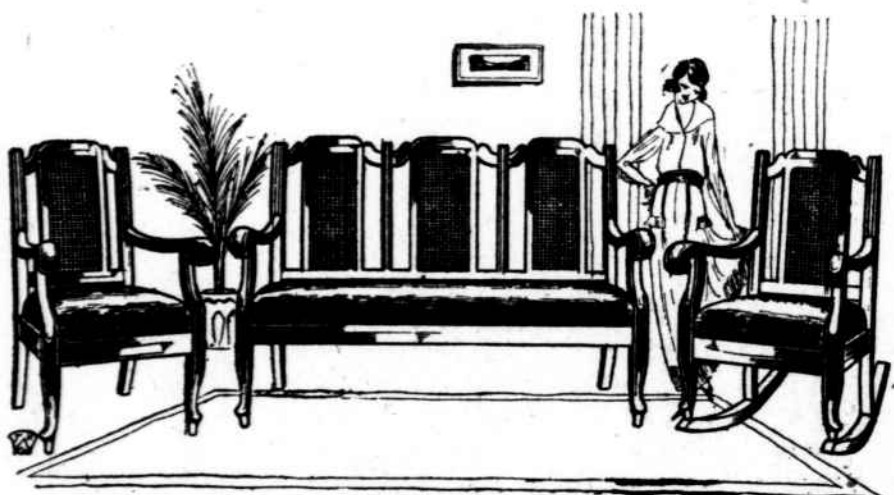
Enlarged Rug Section—Fifth Floor.

### This 3-Piece Living-Room Suite, of Cool, Dependable Fiber Reed, 38.75



A VERY desirable suite for summer use. Made of strong reed fiber, with well-braced construction. Large, comfortable Chair, Rocker and Settee, with wide arms, and very moderately priced—only one of the many good values we are offering in summer furniture.

### 3-Piece Cane Parlor Suite, \$98 A Remarkable Special at



THIS is a very beautiful suite, suitable for use the year around. The frame is of mahogany, with three-paneled cane back, spring edge and guaranteed steel springs. The upholstery is done in shades of tan and blue, making a suite that is suitable for sun parlor or living room.



### This Quality Go-Cart \$48.75 Is Very Special at

A BEAUTIFUL carriage, with body and hood enameled in gray or white; lined with a fine grade of corduroy to match. All-steel tubular pusher and rubber tire artillery wheels. One of the handsomest carriages we are showing and one that will ensure comfort for the baby.

REED SULKY with rubber-tire wheels; a smart little cart moderately priced \$5.75

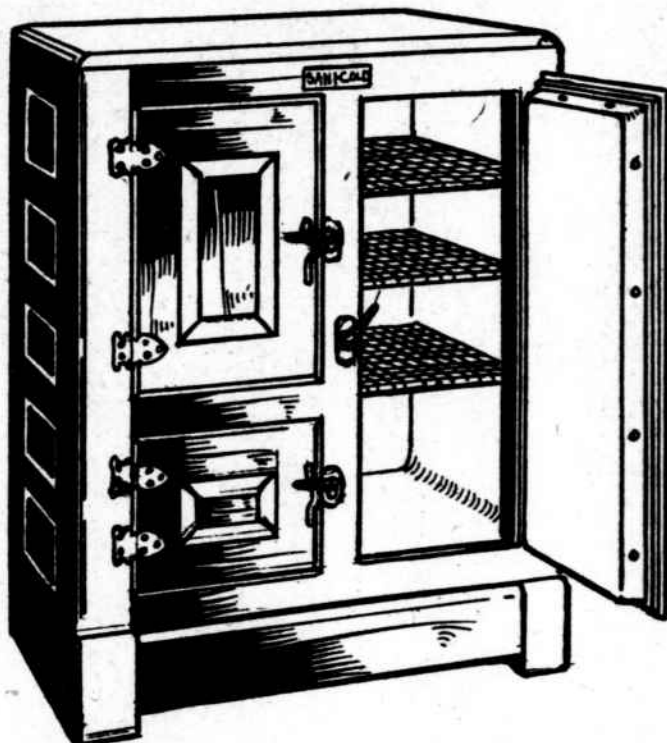
FOLDING BLOCK SULKY complete with hood; a splendid little carriage for the money, \$4.50

WHITE ENAMELED GO-CART, with genuine reed body, steel gear and rubber-tire wheels \$28.75

FOLDING TWIN CART, collapsible gear and rubber-tire wheels, complete with hood, \$29.75

### An Important Sale of Sani-Cold Refrigerators

All the attributes of quality are combined in these splendid food preservers.



### Here's Our Big Special \$21.75 Sani-Cold Refrigerator,

A very commodious Refrigerator, 60-lb. ice capacity; three-door, front-icing style; three sliding shelves; white porcelain lining.

#### \$9.25 Ice Chest

A very large chest, lined with galvanized zinc. This is a splendid chest for those who want a roomy one, and moderately priced. Capacity, 90 pounds. \$7.85

#### \$18.75 Sani-Cold Refrigerator

Top-icing style, lined with white porcelain; two shelves; 40-pound ice capacity. This is large enough for the average family. \$15.75

#### \$23.50 Sani-Cold Refrigerator

Large refrigerator, 50-pound ice capacity; top-icing style; lined with white porcelain; sliding shelves; guaranteed food preserver. \$18.75

#### \$49.75 Sani-Cold Refrigerator

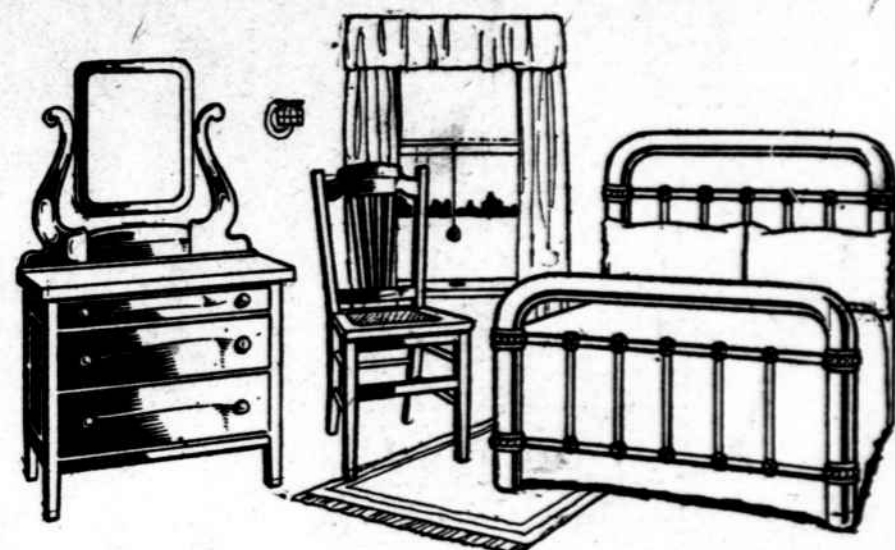
An extra-large refrigerator; three-door, front-icing style; sliding shelves; lined with white porcelain; 60-pound ice capacity. \$39.75



### 10-Piece William and Mary Dining-Room Suite

COMING in American Walnut or Mahogany, this makes a beautiful suite, consisting of 48-inch Extension Table, 54-inch Buffet, with mirror; square-end China Cabinet, Serving Table with double cupboard, 5 side and 1 armchair, upholstered in genuine blue leather. \$195

### 3-Piece Bedroom Suite, \$29.75 A Remarkable Value at



CONSISTING of two-inch continuous-post White Enameled Bed, full size; generous size golden oak Dresser, with plate mirror and cane seat chair. This makes a splendid suite for a child's room, extra bedroom or summer cottage. The price is extremely low.

### Colonial Bedroom Suite \$119 of Mahogany, Special at



ONE OF the most popular four-piece Bedroom suites we carry. Large Colonial Dresser, with Chiffonier to match, both with French plate mirrors; triplicate mirror Toilet Table and Napoleon Bed. The workmanship of this suite is good.



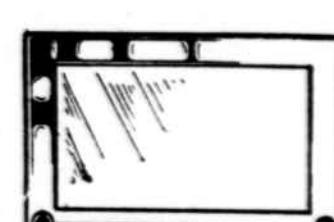
Folding Lawn Bench

85¢



Fumed or Golden Oak Table Desk,

\$18.75



White Enameled Bathroom Mirror

79¢

A well-braced seat, suitable for flower garden or yard.

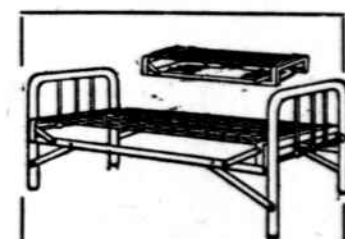
Sliding desk compartment, with space for stationery, pen and ink; book insets at ends.

Complete with nickel towel rack.



Tennessee Cedar Chest

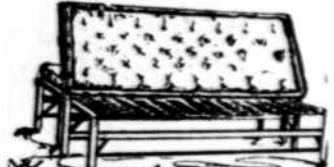
\$26.75



Bungalow or Sleeping Porch Bed

\$8.95

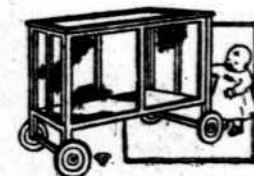
3 foot 6-inch bed, with high riser. Rome link spring; enameled in olive drab.



Englander Couch Bed

\$27.25

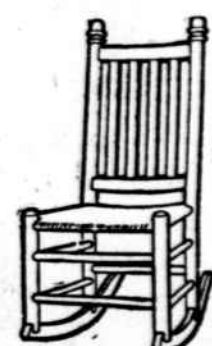
One motion makes it into a full-size bed. Genuine felt mattress, covered with green denim; imperial edges.



White-Enameled Comfy Crib

\$9.85

Wire-enclosed detachable wire top; woven-wire spring and solid wood wheels with rubber tires.



Porch or Sewing Rocker

\$1.79

Natural finish, with double-woven reed seat.



Golden Oak Wardrobe

\$24.75

Heavy paneled doors, with divided clothes compartment fitted with hooks; two small drawers at bottom.

### Special Plan for Deferred Payments

—to suit your income or to suit your wishes. Payments can be arranged covering the span of many, many months.

## The Hecht Co.

Seventh Street, Between E and F